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May 17, 1993

FROM: Marjorie D. Arwady *MDA*

SUBJECT: C.I. NEWS ALERT -- Japan Tobacco's WAVE -- Update

Enclosed are color images of an actual pack of Japan Tobacco's WAVE, soon to be offered for sale on the American market. (Please refer to my memo on WAVE's imminent introduction in the U.S. dated April 29, 1993.) These illustrations indicate the packing as the product is currently being sold on the Afghanistan market.

Our office in Lausanne was able to obtain only one pack, which has been forwarded to R&D in Richmond.

According to other sources, JT still intends to begin its promotional activities for WAVE in the very near future -- possibly within the next two weeks. You will be kept informed.

Enclosure

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[see next page]

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